What Is Claimed Is:

1. A method for providing an advertisement service
using a ring back tone in a server of a common carrier, the
method comprising:
receiving a call request signal from an originator
terminal;
extracting an advertisement message from an
advertisement database;
transmitting the advertisement message to the
originator terminal;
interrupting transmission of the advertisement
message when a call connection is made between the
originator terminal and a recipient terminal;
extracting advertisement data corresponding to the
advertisement message when a call is ended between the
originator terminal and the recipient terminal; and
transmitting the extracted advertisement data to the
originator terminal.

2. A method for providing an advertisement service
using a ring back tone in an advertising administration
agency server, comprising:
receiving a call request signal of an originator
terminal from a common carrier;
extracting an advertisement message from an
advertisement database;
transmitting the advertisement message to the common
carrier, the advertisement message being transmitted to the
originator terminal through the common carrier;

interrupting transmission of the advertisement message when a call connection signal is received from the common carrier;

extracting advertisement data corresponding to the advertisement message when a call completion signal is received from the common carrier; and

transmitting the extracted advertisement data to the common carrier, the advertisement data being transmitted to the originator terminal through the common carrier.

3. The method of claim 1 or 2, wherein the advertising data are at least one of character messages, drawing messages, picture messages, moving pictures, and files.

4. The method of claim 3, wherein the step of transmitting the extracted advertisement data further comprises the step of transmitting, together with the advertisement data, connection information to connect the originator terminal with the advertising administration agency server or an advertising sponsor server.

5. The method of claim 1 or 2, wherein the step of extracting advertisement data further comprises the steps of:

extracting originator and recipient information from the call request signal; and

determining if the originator or the recipient is a member using the originator and recipient information.

6. The method of claim 1 or 2, further comprising the step of registering an advertising sponsor prior to the receiving a call request signal.

5   7. The method of claim 6, wherein the step of registering an advertising sponsor further comprises steps of:

receiving a member admission request signal from an advertising sponsor server;

10   transmitting a member admission approval signal to the advertising sponsor server; and

receiving and storing advertisement messages and advertisement data from the advertising sponsor server.

15   8. The method of claim 7, wherein the step of receiving and storing advertisement messages and advertisement data further comprises the step of receiving and storing information of advertisement message transmission time periods from the advertising sponsor

20   server.

9. The method of claim 8, wherein the step of receiving and storing information of advertisement message time periods further comprises the steps of:

25   receiving a bidding price from the advertising sponsor server;

classifying and storing advertising sponsor information and transmission time period information according to time period;

30   selecting an advertising sponsor with the highest

bidding price as a successful bidder for each transmission time period; and

transmitting successful bid information to the servers of the selected advertising sponsors.

10. The method of claim 1 or 2, further comprising registering a subscriber terminal as a member when a member admission request signal is received from the subscriber terminal.

11. The method of claim 10, further comprising receiving the input of desired advertisement type from the subscriber terminal, and storing the selected advertisement type.

12. The method of claim 11, wherein a subscriber that joins as a member may individually and at any time apply for and revise advertising of a desired advertising sponsor using his or her terminal or through a website of a common carrier or an advertising administration agency.

13. The method of claim 11, wherein the extracting an advertisement message comprises extracting advertisement type information corresponding to the subscriber terminal.

14. The method of claim 10, wherein the step of registering a member further comprises the steps of:

receiving a transmitting advertisement member request signal that allows a subscriber to receive advertisement messages when the subscriber will be transmitting from the

subscriber terminal; and

storing subscriber terminal information in a transmitting advertisement member database.

5   15. The method of claim 10, wherein the step of registering a member further comprises the steps of:

receiving a receiving advertisement member request signal that allows an originator to receive advertisement messages when the originator will be transmitting to the

10   subscriber terminal; and

storing subscriber terminal information in a receiving advertisement member database.

16. The method of claim 10, wherein the step of

15   registering a member further comprises the steps of:

receiving a transmitting/receiving advertisement member request signal that allows a subscriber and an originator to receive advertisement messages, the subscriber receiving advertisement messages in the case

20   where the subscriber transmits from the subscriber terminal and the originator receiving advertisement message in the case where the originator will be transmitting to the subscriber terminal; and

storing subscriber terminal information in a

25   transmitting/receiving advertisement member database.

17. The method of claim 1 or 2, wherein the step of extracting an advertisement message from an advertisement database further comprises the steps of:

30   extracting a present position of the originator

terminal;

extracting an area advertising sponsor corresponding to the present position; and

extracting advertisement messages corresponding to the area advertising sponsor.

18. The method as in claim 1 or 2, further comprising the steps of:

receiving a purchase information request signal from an originator terminal;

extracting purchase information corresponding to the advertisement data; and

transmitting the purchase information to the originator terminal.

19. The method of claim 18, wherein the purchase information includes at least one of estimate information, drawings, pictures, moving pictures, files, and catalog information.

20. The method of claim 18, wherein in the case where the advertisement message is music, the purchase information is CD information that includes music.

21. The method of claim 18, further comprising the steps of:

receiving a purchase request signal that includes information of a purchase product from the originator terminal; and

processing a purchase order of the purchase product

based on the purchase request signal.

22. The method of claim 21, further comprising the steps of:

renewing and storing the accumulated points of the originator; and

transmitting renewed accumulated point information to the originator terminal.

23. The method of claim 1 or 2, further comprising the steps of:

receiving a purchase request signal that includes information of a purchase product from the originator terminal; and

processing a purchase order of the purchase product based on the purchase request signal.

24. A system for providing an advertisement service using a ring back tone, comprising:

a memory in which a program is stored; and

a processor for executing the program in the memory,

wherein the processor performs the method for providing an advertisement service using a ring back tone according to any one of claims 1 to 23, the processor performing the method using the program.

25. A system for providing an advertisement service using a ring back tone, comprising:

a receiver receiving from a common carrier a call connection request signal of an originator terminal;

a member management unit extracting information of an originator and a recipient from the call connection request signal to determine if the originator or the recipient is a member, and managing member information;

5   an advertisement message extracting unit extracting advertisement messages to be transmitted from an advertisement message database;

an advertisement data extracting unit extracting advertisement data from the advertisement database; and

10   a transmitter transmitting an advertisement message extracted in the advertisement message extracting unit to the originator terminal through the common carrier after a member authorization signal is received from the member management unit, and transmitting advertisement data when a

15   call between the originator and the recipient is ended.

26. The system of claim 25, further comprising:

a purchase information extracting unit extracting purchase information from a purchase information database;

20   and

a purchase processor performing purchase processing of a purchase product in the case where a purchase request signal that includes purchase product information is received from the originator terminal, the purchase

25   processor performing this task based on the product information.

27. The system of claim 25, wherein the advertisement information includes at least one of character messages,

30   moving pictures, and files.